

tigoona<sup>TM</sup>  
*Drive the Change*

EASE.e

**MARKET OPPORTUNITY**

10,000,000+

Estimated Street Vendors in India (TAM)

500,000+

Estimated Delivery Associates in India

2,500,000

Estimated bicycles donated by GOI / year

2,500,000

Serviceable Available Market

500,000

Serviceable Obtainable Market

Tigoona is a design-led e-mobility initiative to help improve the quality of life and earning potential of street entrepreneurs and delivery associates (both men and women) and refresh last mile connectivity by giving better mobility, better visibility & better retailing / delivery standards.

## OUR VISION

**Disrupt the last-mile cargo, logistics & retail experience.**



A yellow cargo bicycle with a large black cargo box is parked on a dirt path. The background features a clear blue sky with a faint rainbow and green trees in the distance. The bicycle has a large black cargo box mounted on the frame, and the frame itself is bright yellow. The wheels are black with silver fenders. The path is made of reddish-brown dirt.

**drive  
the  
change**

Y100031A.COM



## OUR MISSION

Tigoona means three times in Hindi. Our aim is to improve million lives three times better, operationally, financially, and socially.



**3X COMFORT**

Tigoona platform will create equal opportunity for both men and women to live with dignity and pride.



**3X MOBILITY**

Tigoona will transform city streets with sense of modernity and progressiveness.



**3X BUSINESS**

CONNECTING OPPORTUNITIES



tigoona EASE.e



# WHY TIGOONA

## **1. Last-mile delivery is often expensive and logistically challenging.**

With its design for efficient last-mile delivery, Tigoona can enhance the cost-effectiveness and logistical efficiency of delivery services. **3X more volume per trip compared to 2W and 3X cheaper compared to 3W auto.**

## **2. Increased concern about the environmental impact of traditional delivery vehicles.**

Being an electric tricycle, Tigoona aligns with the growing demand for sustainable and eco-friendly transportation solutions, addressing environmental concerns.

## **3. Urban areas face traffic congestion issues, affecting delivery**

**timelines.** The design of Tigoona allows for easy maneuverability, potentially helping navigate through congested urban environments efficiently.

## **4. Limited opportunities and challenges for women in the delivery**

**workforce.** By being designed for easy use by women, including those wearing traditional attire, Tigoona can empower women to participate in the booming delivery economy.

## **5. Businesses often struggle with the efficiency of last-mile delivery and scalability.**

Tigoona's modular design and potential for customization offer businesses a versatile solution that can adapt to various delivery & retail needs, enhancing overall operational efficiency.

## **6. Safety concerns for delivery associates using personal two-wheelers with overloaded packages.**

The secure design of Tigoona ensures safety for delivery associates, reducing the risk of accidents and promoting a secure work environment.

## **7. Many delivery solutions may not be culturally inclusive, especially for women.**

Tigoona's design considers cultural diversity, making it accessible and inclusive, particularly for women who might face challenges with traditional delivery methods.

## **8. Businesses seek cost-effective and versatile solutions to meet diverse delivery needs.**

Tigoona's affordability, coupled with its modular design, addresses the demand for cost-effective and adaptable solutions in the delivery and logistics industry.



# tigoonaEASE.e

Tigoona is India's first E-assist e-trike with Ackerman steering mechanism for safe and swift maneuverability in congested Indian roads. 250W motor and **smart sensor in pedal, assists automatically senses the torque and pushes the trike with appropriate power from the motor.** It makes carrying 150 kg load an effortless drive.



EASY TO  
LEARN



ERGONOMIC



MODULAR  
DESIGN



GENDER  
NEUTRAL



250W MOTOR



90\* KM  
RANGE



150 KG/ 450 LTR  
CAPACITY



WTS APP  
BUSINESS  
TOOL



GPS  
TRACKER



3 POWER  
MODES



ACKERMAN  
STEERING



SMART BT  
SPEAKER







250W MOTOR . SMART CONTROLLER . PEDAL E-ASSIST TORQUE SENSOR



150 KG CARRYING CAPACITY . 450 LITER VOLUME CAPACITY . WATERPROOF CARRY



FIRST TIME IN INDIA ACKERMAN STEERING MECHANISM ON TRIKE FOR SWIFT MANEUVERABILITY



BATTERY INDICATOR AND ACCELERATOR



ONE TOUCH LOAD SELECTION

# SPECIFICATIONS

## General Specs

Overall Size **2340 x 1220 x 1040 mm (Approx)**

Weight **56 Kg**

Volume **450L**

Capacity **150 Kg**

## E-Assist

Motor **250 Watts**

Speed **220 rpm**

Max Speed **240 rpm @ 36 Volts**

Rated Torque **12 Nm @ 220rpm**

Peak Torque **250 Watts**

Peak Motor Efficiency **0.854**

IP Rating **65**

Voltage **36 VDC**

Battery **Lithium ION 48V 24Ah 20MPDR**

## Drive mode

**Tigoona (50kg) + Rider (70kg) + Load (150kg)**

Full Throttle **50-60 km**

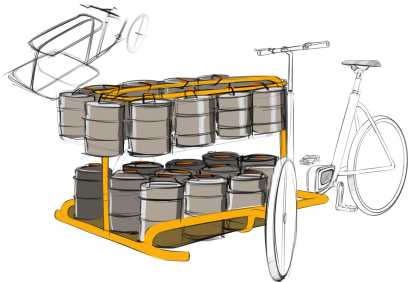
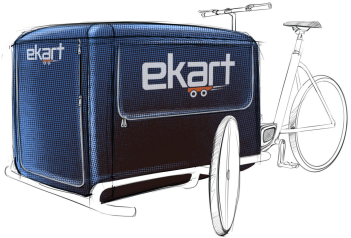
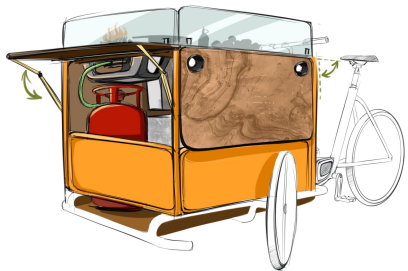
Pedal Assist **80-90 km**



# ONE DESIGN

# MANY APPLICATIONS

tigoona



Tigoona's affordability, coupled with its modular design, addresses the demand for cost-effective and adaptable solutions in the retail and logistics industry.



# ADAPTIVE DESIGN



Retail

Groceries

Essentials

Logistics



## TIGOONA IMPACT

I sell breakfast in morning and sell plumbing /home repair services in afternoon. Tigoona not only helped me earn three times more, it has created an identity for me. People know me because of Tigoona. ~ **Mr Sanadi, Sangli** (Using manual tigoona for last two years)



Tigoona helped me carry 4-5 times more stock of buttermilk in single trip. It helped me double my sells. I like slow speed of Tigoona, as it helps engage with more customers ~ **Mr Ganesh Kulkarni, Sangli** (Using manual tigoona for last two years)



I have tried many trikes before, but riding and maneuvering Tigoona EASE.e is the best experience because of Ackerman mechanism. Would love to pilot few for Big Basket ASAP. ~ **Mr Rahul Dihnakaran**, Head Industrial Automation, Big Basket

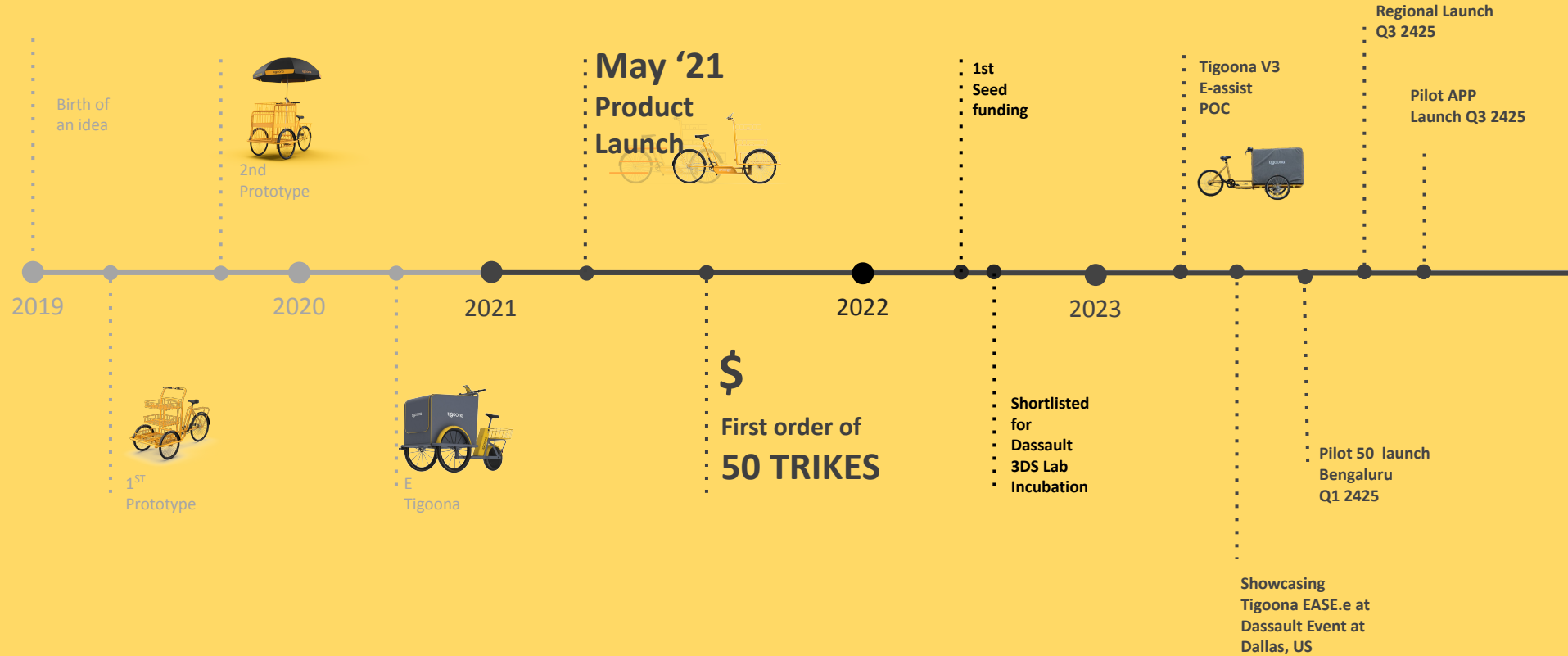




<p>1 NO POVERTY</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>5 GENDER EQUALITY</p>
<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>SUSTAINABLE DEVELOPMENT GOALS</p>	<p>MEETS 7 SDG GOALS</p>

<p>DIA DESIGN INTELLIGENCE AWARD</p>	<p>2021 KYOORIUS DESIGN AWARDS</p>
<p>LEXUS DESIGN AWARD</p>	<p>INDIA DESIGN MARK GOOD DESIGN</p>

# KEY MILESTONES & WAY AHEAD



# 10 REASONS WHY TIGOONA WILL SUCCEED

## 1. Tailored for Indian Market Needs:

Tigoona is specifically designed to address the unique challenges and demands of the Indian market, including diverse urban landscapes, traffic conditions, and cultural considerations.

## 2. Last-Mile Delivery Revolution:

Tigoona offers a revolutionary solution to the persistent challenges in last-mile delivery, providing efficiency, affordability, and sustainability in a rapidly growing e-commerce landscape.

## 3. Cultural Inclusivity and Accessibility:

Tigoona's design ensures cultural inclusivity and accessibility, allowing for easy adoption across diverse user demographics, including women with traditional attire.

## 4. Environmental Consciousness:

As an electric vehicle, Tigoona aligns with the increasing emphasis on sustainable and eco-friendly transportation solutions in India, contributing to environmental conservation efforts.

## 5. Government Support for Electric Vehicles:

India's growing emphasis on electric mobility, backed by government initiatives and incentives, provides a favorable environment for the adoption of electric vehicles like Tigoona.

## 6. Empowering Women in the Workforce:

Tigoona empowers women to participate in the booming delivery economy, breaking gender barriers and contributing to economic inclusivity.

## 7. Versatile Design for Various Use Cases:

Tigoona's modular and flexible design allows customization for diverse use cases, from last-mile delivery to material movement and mobile retail, providing versatility and adaptability.

## 8. Cost-Effective and Affordable:

With a cost comparable to two-wheeler EV bikes and significantly lower than three-wheeler ICE/EV vehicles, Tigoona offers an affordable alternative for businesses and entrepreneurs.

## 9. Safety and Stability Features:

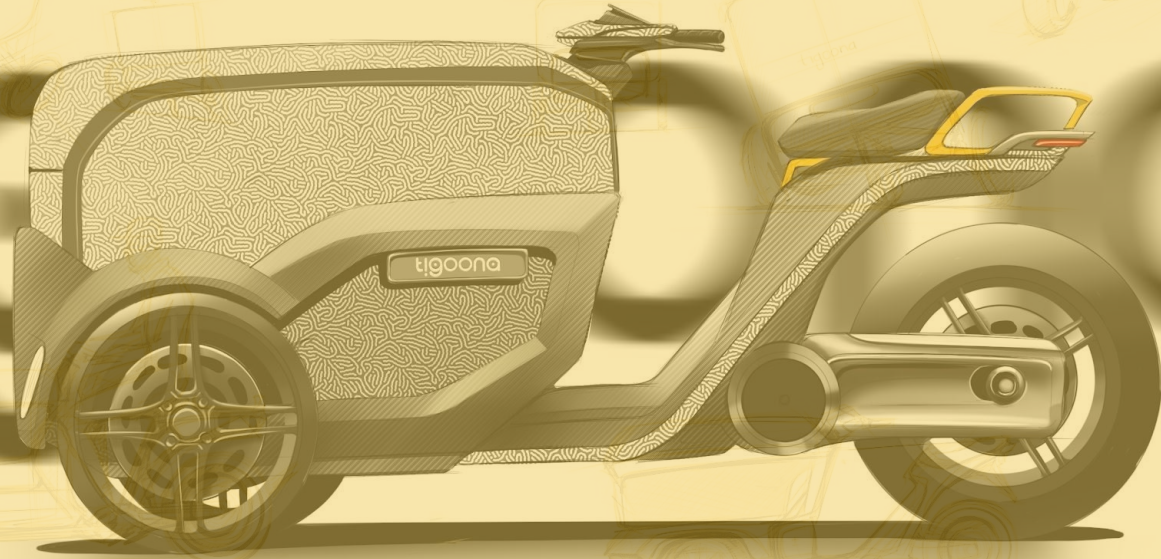
Tigoona's design prioritizes safety and stability, with features such as a balanced center of gravity, easy maneuverability, and secure carrying compartments, ensuring a safe and efficient ride.

## 10. First-Mover Advantage:

Being a unique and innovative product, Tigoona holds a first-mover advantage in the Indian market, providing an opportunity to create a new segment + establish itself as a market leader in the evolving landscape of last-mile mobility.



## FUTURE READY WITH DESIGN



Tigoona is powered by the best design, technology and marketing expertise. It will evolve with changing time and needs of consumer to lead the global market.

tigoona

tigoona.com  
hello@tigoona.com

